

Fashion Calendar 1948

7-12-48

FILE

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, JULY 12, 1948

July 12	DEMOCRATIC NATIONAL CONVENTION IN PHILADELPHIA (Beginning Sunday, July 11)		
Monday July 12 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Florence Reichman will present her Fall and Winter millinery fashions to the press. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Week Of July 12	MAIN FALL OPENINGS GUILD SHOE LINES Shoes for main Fall selling: Day, afternoon, cocktail, dinner, evening and boudoir slippers; resizing of Fall footwear; planned coordinations with apparel and accessories. Member firms of The Guild of Better Shoe Manufacturers: Beleganti Shoes, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secretary, 875 Fifth Ave., RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday July 13 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association, with fashion, merchandising and business experts discussing trends, problems and developments. By invitation only. Publ.: Ruth Weintraub, PL.3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday July 13 7:00 P.M. Dinner; 8:30 P.M. Show	SEMI-ANNUAL MILLINERY FASHION SHOW The following milliners will present Fall hats: <u>UPTOWN DESIGNERS AND MILLINERY CREATORS GUILD:</u> Anita Andra, Braagaard, Hattie Carnegie, Bernice Charles, Chanda, Lilly Dache, delle Donne, Emme, Peg Fischer, Walter Florell, Germaine Montabert, Gladys & Belle, Mary Goodfellow, Harryson, Mago Hayes, G. Howard Hodge, Irene, Jeanne Tete, John-Frederics, Lenesta, Helen Liebert, Miriam Lewis, Edgar J. Lorie, Milgrim, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Eve Tartar, Sally Victor. <u>POPULAR PRICED MANUFACTURERS:</u> Alba Hats, Alfreda, Amrose Hats, Art-Bern Hats, Inc., Brandt Millinery, Joe Cohn, Croyden Hats, Elizabeth Hat Co., Flanzig Bros., Harry Furst, Gardner Hats, B. G. Goldenberg, Goldston-Webber, Greenstein & Falum, Harry Hikand, Kurz Brothers, George Lesser, Luxor Hats, Frank Plama. <u>MILLINERY FASHION CREATORS:</u> Walter K. Marks, Francis & Walter Nelkin, O'Connell Hats, David Rothman, Morris Schacter, William Silverman, Woodmere Hats, Bernard Workman. Reservations: Dinner and show, \$16.50; Mezzanine, show only, \$8.50. For tickets, contact: Mill'y Stab. Comm., LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, LO. 4-2244.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 14 12:30 P.M. Luncheon	FASHIONS & FABRICS AT LUNCHEON SHOW Showing of Fall and Winter costumes created by leading designers in John Walther Fabrics. By invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday July 14 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Helen Liebert will present her Fall and Winter millinery and accessories collection at her first fashion show since her return to the fashion field. For New York press and buyers, by invitation only. Contact: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 WEST 57TH ST. SALON
Wednesday July 14 4:00 P.M.	MILLINERY SHOW IN PHILADELPHIA A Fall millinery fashion show will be held in Philadelphia to tie in with the Democratic National Convention. Delegates to the Convention and their wives will be invited to this show, which is being arranged for by the Women's Committee of the Convention, and wives of celebrated Democrats will be present as guests. About ten millinery designers will appear in person. Commentator and publicity: Mary Kelley, Millinery Fashion Bureau, LO. 4-2244.	MILLINERY FASHION BUREAU	BELLEVUE STRATFORD HOTEL - BALLROOM
Week Of July 19	ELEVENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will be in N. Y. during the week of July 19 for the Eleventh National Press Week. Couture collections from N. Y. Dress Institute designers will be shown daily. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday July 19 8:00 A.M.- 11:00 A.M. Breakfast	"CHRISTMAS IN JULY" BREAKFAST FOR PRESS La Cross's annual "Christmas in July" breakfast (complete with Santa Claus, creamed turkey, and cranberry sauce!), presenting a press preview of their Christmas line...new "Naylon" nail enamel sets...new "Naylon" lipsticks...new La Cross manicure implement kits for men and women. Attendance by invitation only. Publicity: Sophie Goode, VA. 6-0295.	LA CROSS	630 FIFTH AVENUE INTERNATIONAL BLDG.
Monday July 19 9:45 A.M. Breakfast	PRESS SHOWING FOR VISITING EDITORS Mme. Eta will present her Fall collection of women's fashions to the out-of-town fashion press on July 19 at breakfast. The occasion marks the designer's 25th anniversary as an American fashion creator. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ETA OF REN-ETA	HOTEL PIERRE COTILLION ROOM
Monday July 19 12:00 Noon Luncheon	FALL COLLECTION FOR VISITING PRESS Paul Parnes will present his Fall collection to the out-of-town editors. Luncheon will be served after the show. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM (10TH FL.)
Monday July 19; and Wednesday July 21 3:30 P.M.	MILLINERY AND HAIR FASHIONS FOR FALL Presentation of "Short-Cuts", new junior popular-priced hats by Mago Hayes, especially designed for Victor Vito hair trends. Commentator: Maggi McNellis. Attendance by invitation only. Publicity: Janet Pomeroy Booth or Charlotte Byrum, PL. 3-6907.	MAGO HAYES; VICTOR VITO	724 FIFTH AVENUE MAGO HAYES' SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 19 3:45 P.M.- 4:45 P.M. Cocktails	LINGERIE SHOWING FOR OUT-OF-TOWN PRESS Yolande will introduce their Fall collection of handmade lingerie at a fashion show for the out-of-town press. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Monday July 19 4:00 P.M. Cocktails	FALL "ACCESSOVISION" SHOW FOR PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs -- for local and out-of-town press at a cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	HOTEL PIERRE GRAND BALLROOM
Monday July 19 5:30 P.M.- 7:30 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Shulton, creators of Early American Old Spice, will present Vera Maxwell's Fall collection of suits and coats. Informal continuous showing from 5:30 P.M. to 7:30 P.M. in Shulton's air-cooled salon. Attendance by invitation only. Contact: Lee Russell, Publ. Dir. Shulton, CI. 5-6263.	VERA MAXWELL; SHULTON	SHULTON SALON 630 FIFTH AVENUE
Monday July 19 7:30 P.M.	FASHION SHOW FOR VISITING EDITORS Maurice Rentner will present his Fall collection to the out-of-town fashion press promptly at 7:30 P.M. Buffet will be served immediately after the show. By invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Tuesday July 20 8:00 A.M. Breakfast	EMBROIDERY SHOW FOR VISITING PRESS Schiffli Embroidery Manufacturers' Bureau will give a breakfast for the out-of-town editors, showing underwear and outerwear for women; house-coats, children's and men's fashions, accessories. Attendance by invitation only. Publ.: Dora Miller, International Fashions, LO. 3-4285.	SCHIFFLI EMBROIDERY MANUFACTURERS' BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday July 20 2:00 P.M.	PRESS SHOWING OF FALL COLLECTION Presentation of Capri's Fall fashions to the press. Attendance by invitation only. Publicity: Elsie Brandt, WI. 7-7430.	CAPRI	1372 BROADWAY SHOWROOM
Tuesday July 20 2:30 P.M.	ANNUAL FUR FASHION SHOW I. J. Fox presents "Twin Magic with Furs" at their annual fur fashion show for the press. By invitation only. Publicity: Mildred Held, Bert Nevins, Inc., WI. 7-9715.	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON
Tuesday July 20 4:30 P.M. Cocktails	PREVIEW OF FALL SLIP COLLECTION "Cocktails With The Stars" -- cocktail and theatre party for out-of-town and local editors, with one 20-minute showing at 5:30 P.M. (instead of two showings originally scheduled) of the Fall line of Barbizon slips, featuring nylon. Special guests will include Faye Emerson, Marsha Hunt, Arthur Margetson, Alfred Drake, Donald Richards, Nan Wynn. Editors will select one of three Broadway shows, which they will attend that evening. Attendance by invitation only. Publicity: Wynne McGovern, MU. 4-5720.	THE BARBIZON CORP.	475 FIFTH AVENUE 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 20 5:00 P.M. Cocktails	HAIR FASHION SHOW AND COCKTAIL PARTY Presentation of hair fashions for Summer and early Fall by Bernard Az Guro, featuring the new convertible short hair styles and the "Hair Loom" hairdo. Hats by Dorothy Gordon; hair pieces by Therese. Attendance by invitation only. Contact: Guro, CI. 7-4236.	GURO (54 WEST 56TH ST.)	COLONY RESTAURANT MADISON & 61 STREET
Tuesday July 20 5:00 P.M.- 7:00 P.M. Cocktails	INFORMAL "SHOE-VUES" FOR THE PRESS Informal presentation of Fall shoe fashions for visiting fashion editors and local press. Following members of The Guild of Better Shoe Manufacturers will participate: Beleganti Shoes, Inc.; Fox Shoe Manufacturing Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Reual, Inc.; M. Wolf Sons, Inc. (Lupine) Morris Wolock & Co.; Zuckerman & Fox, Inc. By invitation only. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	HAMPSHIRE HOUSE COTTAGE
Wednesday July 21 7:45 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Presentation of Fall millinery for out-of-town press only, with a showing of hats from the following uptown designers: ANITA ANDRA, BRAAGAARD, HATTIE CARNEGIE, LILLY DACHE, EMME, PEG FISCHER, WALTER FLORELL, MARY GOODFELLOW, MAGO HAYES, IRENE, JOHN FREDERICK, LENESTA, EDWARD PAINE, MME. PAULINE, LADDIE NORTHRIDGE, SUZANNE-REMY, FLORENCE REICHMAN, MME. REINE, SALLY VICTOR. By invitation. Publicity: Mary Kelley, LO. 4-2244.	MILLINERY FASHION BUREAU	HOTEL COMMODORE EAST BALLROOM
Wednesday July 21 12:00 Noon Luncheon	FALL SHOWING FOR VISITING PRESS Presentation of Varden Petites' Fall line. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM (8TH FLOOR)
Wednesday July 21 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "Looking into Television" will be the theme of this luncheon meeting. Speakers: George Moskovics of CBS-TV Sales Development on "Trends"; Chet Kulesza of Batten, Barton, Durstine & Osborn, Inc., on "Selling with Television"; Mrs. P. A. Robin on "Consuming Television." World Video Paris Fashion Show on Film For Television will be shown. Chmn. of Program Committee: Gertrude Bailey. Price (including tax and tip): \$3.75 for members; \$4.25 for guests. Each member may bring two guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday July 21 3:00 P.M.- 6:00 P.M. Cocktails	FALL AND WINTER FABRIC FASHION SHOW Hafner will present their Fall and Winter fabrics to the local and out-of-town press. Attendance by invitation only. Contact: Martha McDonald, CH. 4-8767; or Hilda Sherey, MU. 7-7676.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. 18TH FLOOR
Wednesday July 21 4:30 P.M.- 6:30 P.M.	DIAMOND FASHION SHOW Valentina creates gowns for diamond jewelry by Cartier in "Wedding of Diamonds and Design." Jewelry will emphasize the democracy of diamonds; price range from a few dollars to the "utterly fabulous." By invitation only. Publicity: Mrs. Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 21 5:30 P.M.- 8:00 P.M. Cocktails	INFORMAL PARTY FOR VISITING EDITORS Harriet Hubbard Ayer will give a relaxing cocktail party for out-of-town editors at the air-cooled Trianon Room of the Hotel Ambassador. Ralph Lewis, president of Harriet Hubbard Ayer, will be host for the occasion. By invitation only. Publicity: Mary Brown, MU. 5-0790.	HARRIET HUBBARD AYER	HOTEL AMBASSADOR PARK AVE. & 51ST ST.
Wednesday July 21 6:00 P.M. Cocktails	"DAWN TO DARK" FASHION SHOW Oleg Cassini and Julius Dardick of Cassini-Dardick, Ltd. will present their "dawn to dark" gowns at a relaxing cocktail party for the press. Attendance by invitation only. Publicity: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	CASSINI-DARDICK, LTD.	16 EAST 55TH STREET SALON
Thursday July 22 8:00 A.M. Breakfast	"MIX AND MATCH" FASHION SHOW Tilly Schanzer will present her "Mix and Match" fashions to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, International Fashions, LO. 3-4285.	TILLY SCHANZER	LONGCHAMPS B'WAY & 41ST STREET
Thursday July 22 12:15 P.M. Luncheon	HAIR STYLING SHOW AT PRESS LUNCHEON Richard Hudnut will invite local and out-of-town press to luncheon for a presentation of hair styling. "Beauty Goes to Your Head", under the direction of Ann Delafield. Attendance by invitation only. Publicity: Marion Hammon, Wa. 4-7700.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
Cancelled July 22	RITTER BROTHERS' FUR FASHION SHOW FOR THE PRESS ORIGINALLY SCHEDULED FOR THURSDAY, JULY 22, AT 3:00 P.M., HAS BEEN CANCELLED.		
Thursday July 22 4:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Showing of Laddie Northridge's Fall and Winter hat collection for out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Thursday July 22 5:00 P.M. Cocktails	MILLINERY SHOW FOR OUT-OF-TOWN PRESS The out-of-town editors have been invited to a millinery presentation by Lilly Dache. Showing at 5:30 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday July 22 5:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR VISITING EDITORS Jacqueline Cochran will have a cocktail reception for the out-of-town editors at her apartment. Mr. William M. Holmes, Chairman of the Board of Jacqueline Cochran, Inc. will also greet the press. Attendance by invitation only. Publicity: Leonore Buehler, PL. 7-2880.	JACQUELINE COCHRAN	435 EAST 52ND ST. RIVER HOUSE
Thursday July 22 7:00 P.M. Dinner	FALL FASHION SHOW FOR VISITING PRESS William Bass' Fall collection will be presented at a dinner for the out-of-town press. Attendance strictly by invitation. Publicity: Laura Benham, PL. 5-3000.	WILLIAM BASS	HOTEL PLAZA RENDEZ-VOUS ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 23 8:00 A.M. Breakfast	PRESS SHOWING OF SCARFS AND NECKWEAR The National Women's Scarf and Neckwear Association will present a collection of scarfs and neckwear to the press during breakfast. Attendance by invitation only. Publicity: Josephine Nevins, Ray Austrian and Associates, MU. 5-7511.	NAT'L WOMEN'S SCARF AND NECKWEAR ASSN.	LONGCHAMPS B'WAY & 41ST STREET
Friday July 23 12:00 Noon Luncheon	FALL COLLECTION FOR OUT-OF-TOWN PRESS Adler and Adler will present a special collection of their Fall dresses, spectator costume suits, coats and ensembles to the visiting press at a luncheon. By invitation only. Publicity: Paul Adler, CH. 4-6630.	ADLER AND ADLER	550 SEVENTH AVENUE SHOWROOM
Friday July 23 3:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Kay Dunhill will present a collection of dresses and blouses for Fall during open house for the press. Officials of the firm will give individualized showings for each editor, in air-conditioned showroom. Publicity: Mrs. Tere G. Rogel, Max Rogel & Associates, 60 Park Place, Newark, N.J. Phone: Market 2-3788.	KAY DUNHILL	1350 BROADWAY SHOWROOM
Friday July 23 4:00 P.M.	PRESS SHOWING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes to the visiting press. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SALON
Cancelled July 23	DORINE LIEBERT'S PRESS SHOWING OF HOSTESS GOWNS, ORIGINALLY SCHEDULED FOR FRIDAY, JULY 23, AT 4:30 P.M., HAS BEEN CANCELLED.		
Saturday July 24 8:30 A.M.	PRESS SHOW FOR VISITING EDITORS Andre d'Aulan will personally present his Fall collection to the out-of-town fashion press. By invitation only. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
Saturday July 24 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Fall millinery by Sally Victor will be presented to visiting editors. Attendance by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday July 24 11:00 A.M.	SHOWING OF FASHIONS FOR VISITING PRESS Showing of Philip Mangone's Fall collection to out-of-town fashion editors, followed by luncheon. Attendance strictly by invitation. Publicity: Laura Benham, PL. 5-3000.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
Saturday July 24 2:00 P.M.	MILLINERY SHOW FOR OUT-OF-TOWN PRESS John Frederics, Inc. will present Fall millinery to the out-of-town fashion editors. Attendance by invitation only. Contact: Mrs. Von Ripper, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Saturday July 24 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF FILM FOR VISITING PRESS March of Time and Life Magazine will present "White Collar Girls," a film on careers for women, featuring fashion work in stores. By invitation only. Publicity: Marjorie Harker, CI. 5-4400.	MARCH OF TIME; LIFE MAGAZINE	LIFE & TIME CENTER 9 ROCKEFELLER PLAZA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 26 10:00 A.M.	FASHION PRESENTATION FOR VISITING PRESS Molly, of Levy and Blum, will show her collection of Fall and Winter coats and suits to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY	HOTEL PIERRE FOYER OF BALLROOM
Monday July 26 11:00 A.M.	FUR PREVIEW FOR OUT-OF-TOWN EDITORS Esther Dorothy will present her Fall fur collection to the visiting fashion press. By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	HOTEL PIERRE FOYER OF BALLROOM
Monday July 26 2:00 P.M.	READY-TO-WEAR SHOWING FOR VISITING EDITORS Fira Benenson, the custom-order designer, will show her first ready-to-wear collection of Fall fashions to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Monday July 26 3:00 P.M.	FASHION PREVIEW FOR OUT-OF-TOWN PRESS Fall collection of scarfs, accessories and fabrics by Brooke Cadwallader will be presented to the visiting fashion editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Monday July 26 4:00 P.M.	NEW FABRIC PREVIEW FOR VISITING PRESS Dobeckmun will introduce the new Lurex metallic fabrics to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	DOBECKMUN	HOTEL PIERRE SUITE 1, 2, 3, 4

NEW YORK COLLEGE SHOP OPENINGS AND SHOWINGS

Monday July 26	JAMES McCREERY & CO. Publicity: Alice Hutton, WI. 7-7000.	4TH FLOOR
Tuesday July 27 3:00 P.M.	RUSSEKS FIFTH AVENUE Fashions for college will be shown. Open to public. Publicity: Helen Moran, WI. 7-1900.	7TH FL. SPORTS SHOP
Wednesday July 28 3:00 P.M.	ARNOLD CONSTABLE College fashions will be shown. Open to public. Publicity: Jane Hodges, CA. 5-2300.	3RD FL. COLLEGE SHOP
Monday August 2	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Monday August 2	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900.	3RD FLOOR
Tuesday August 3 9:30 A.M.	SAKS FIFTH AVENUE Press preview of college fashions by Saks Fifth Avenue will be presented at Beekman Tower, 3 Mitchel Place (at 49th Street). Attendance by invitation only. The Saks Fifth Avenue College Shop will open on Monday, August 9 (see announcement). Publicity: Helen Kauper, PL. 3-4000.	BEEKMAN TOWER

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
COLLEGE SHOP OPENINGS (Continued)			
Thursday August 5 3:30 P.M.	ABRAHAM & STRAUS (BROOKLYN) A fashion show will be held in The Special Events Center, 8th floor, coincident with the opening of the college shop on the 3rd floor. Open to public. Publicity: Frances Bemis, TR. 5-7200.		8TH FLOOR
Friday August 6	DE PINNA Publicity: Dorothy Coburn, VO. 5-4800.		4TH FLOOR
Monday August 9 9:00 P.M.	SAKS 34TH STREET College fashion show. Open to public. Publicity: Frances Eisner, LA. 4-7000.		3RD FLOOR SPORTS SHOP
Monday August 9	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.		3RD FLOOR
Monday August 9	SAKS FIFTH AVENUE Publicity: Helen Kauper, PL. 3-4000.		7TH FLOOR 7TH HEAVEN
Monday August 9	FRANKLIN SIMON & CO. Franklin Simon will open their college shop on Monday August 9, and will have a fashion show on Thursday, August 12 (time to be announced later). Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Wednesday August 11 2:30 P.M.	B. ALTMAN & CO. Showing of college fashions. Open to public. Publicity: Etta Daub, MU. 9-7000.		3RD FLOOR
Saturday August 16	GIMBEL'S Gimbel's will hold a college fashion show on Saturday, August 16, (Time will be announced later). Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		3RD FLOOR
Tuesday August 17 3:00 P.M.	SAKS 34TH STREET College fashions for juniors will be shown. Open to public. Publicity: Frances Eisner, LA. 4-7000.		2ND FLOOR JUNIOR DEPT.
Saturday August 28 11:00 A.M.	GIMBEL'S Back-to-school fashion show in the Calling All Girls series, entitled "Smooth As A Senior". Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		5TH FLOOR

Monday July 26- July 30	FALL OPENINGS OF LONDON STYLISTS The Incorporated Society of Fashion Designers will present Fall Collections during the week of July 26 through July 30. Those designers showings at this time are: Hardy Amies, Charles Creed, Angele Delanghe, Norman Hartnell, Matali, Molyneux, Digby Morton, Bianca Mosca, Peter Russell, Victor Stiebel of Jacqmar, and Worth.	INCORPORATED SOCIETY OF FASHION DESIGNERS	LONDON ENGLAND
Saturday July 31 11:00 A.M.	FUR FASHION SHOW Gimbel's will present a preview of their Fall and Winter fur collection. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	GIMBEL'S	B'WAY & 33RD STREET 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 3 4:00 P.M. Cocktails	FALL BUDGET MILLINERY FASHION SHOW This show will differ from previous budget millinery presentations in that no tickets will be sold. Invitations by the exhibitors will be sent to the trade. The following budget milliners will participate:	MILLINERY FASHION BUR.: MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
	ALPINE HAT CO. BARBARA BRETTON BEACHURST HATS BILTMORE HATS BOBSOM HATS BRAE-BURN HATS	CHESTERFIELD HATS DEBWAY ERMOS ETTA-LEEN ABE FAGEN JUNO HATS	KANVIN HAT CO. KENMONT HAT CO. LANROSE ROBIN ROYAL MAID RUBY ART
		WELLOW HAT COMPANY	SALFAIR SALLY-MAR SCHEER BROS. STATELY MADE TONE-CRAFT WORK & LEVINE
	There will also be a special showing of children's and teenage hats. By invitation only. Publicity: Mary Kelley, Mill'y. Fashion Bureau, LO. 4-2244.		
Beginning Wednesday August 4	FRENCH FALL COUTURIER OPENINGS Couturier openings in Paris will begin on August 4. Individual dates will be listed later. Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue du Faubourg St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS FRANCE

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday August 31	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday Sept. 1	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday Sept. 7	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: JOAN STAFFORD	CI. 7-4300
Wednesday Sept. 8	<u>FIRA BENENSON</u> At 11:00 A.M.	37 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 9	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 9	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 2:30 P.M. --	691 FIFTH AVE. Designed by Castillo	PUBL.: ELIZABETH MACKINTOSH	PL. 3-3410
Wednesday Sept. 15	<u>OLDRIC ROYCE</u> At 11:00 A.M.	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248

MUSIC...MOVIES...THEATRES...TELEVISION

- Friday
July 9
8:00 P.M. TELEVISION FASHIONS ON PARADE STATION WABD, DUMONT
Title: "The Simple Life." Fashions by the following: Marvella Pearls; Samuel Chapman gowns; Sheila Lynn dresses; G. Howard Hodge millinery; Florence Lustig dresses; Coblentz bags; Larry Aldrich dresses; Dorian Macksoud negligees. Narrator: Adelaide Hawley. Publicity: Jane Barton, Television on Parade, Inc., 551 Fifth Avenue, MU. 7-0272.
- Wednesday
July 14 PREMIERE: "THE STREET WITH NO NAME" (Movie) ROXY THEATRE, 7TH AVE. & 50TH
Twentieth Century-Fox filming of a factual story taken from the files of the F.B.I. Starring Mark Stevens, Richard Widmark, Lloyd Nolan. Produced by William Keighley and directed by Samuel G. Engel. Costumes by Kay Nelson. Publicity: Jeannette Sawyer, CO. 5-3320.
- Monday
July 12 FIFTH WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Monday, July 12: Soloist: Claudio Arrau, Pianist. Tchaikovsky and Beethoven. Pierre Monteux conducting.
Tuesday, July 13: All-orchestral program with Pierre Monteux conducting. Mendelssohn, Beethoven, Stravinsky, Richard Strauss.
Wednesday, July 14: French Program, orchestral, with Pierre Monteux conducting. Berlioz, Chausson, D'Indy, Milhaud.
Thursday, July 15: Soloist: Lauritz Melchior, Tenor. Wagner and others. Pierre Monteux conducting.
Saturday, July 17: Conductor-Pianist: Jose Iturbi in Tchaikovsky program. Admission (tax included); Unreserved seats, 30¢-60¢-
\$1.40; Reserved seats, \$2.00; Table for eight (reserved)
\$24.00. Publicity: Margaret Hartigan, CI. 6-4462.
- Thursday
July 15 PREMIERE: "ON AN ISLAND WITH YOU" (Movie) CAPITOL THEATRE, B'WAY & 51ST
Metro-Goldwyn-Mayer Technicolor release starring Esther Williams, Peter Lawford, with Jimmy Durante, Cyd Charisse, Montalban, Xavier Cugat's orchestra. Musical romance set in Florida, centering around a movie company on location. Producer: Joe Pasternak. Director: Richard Thorpe. Costumes by Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Friday
July 16 PREMIERE: "KEY LARGO" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers' exciting adventure film based on the play by Maxwell Anderson. Starring Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore. The story is climaxed with a hurricane at sea. Produced by Jerry Wald; directed by John Huston. Wardrobe by Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.
- Early
September OPENING: "MY ROMANCE" ST. JAMES THEATRE, 44TH ST. W. OF B'WAY
The Messrs. Shubert will present the first play of the new season, based on Edward Sheldon's play, "Romance." Starring Anne Jeffreys. Book and lyrics by Rowland Leigh. Music by Denes Agay and Philip Redowski. Settings by Watson Barratt. Director: Rowland Leigh. Publicity: C. P. Greneker, CI. 6-9500.
- Thursday
Oct. 7 OPENING: "SUMMER AND SMOKE" MUSIC BOX THEATRE, 45TH W. OF B'WAY
Tennessee Williams' new play "Summer and Smoke" will be presented by Margo Jones at the Music Box Theatre Oct. 7th following a month's tryout tour in Buffalo, Cleveland and Detroit. This will be his third Broadway production. More details will be listed later.